

# The Psychology Behind Taste Preferences and Behaviours

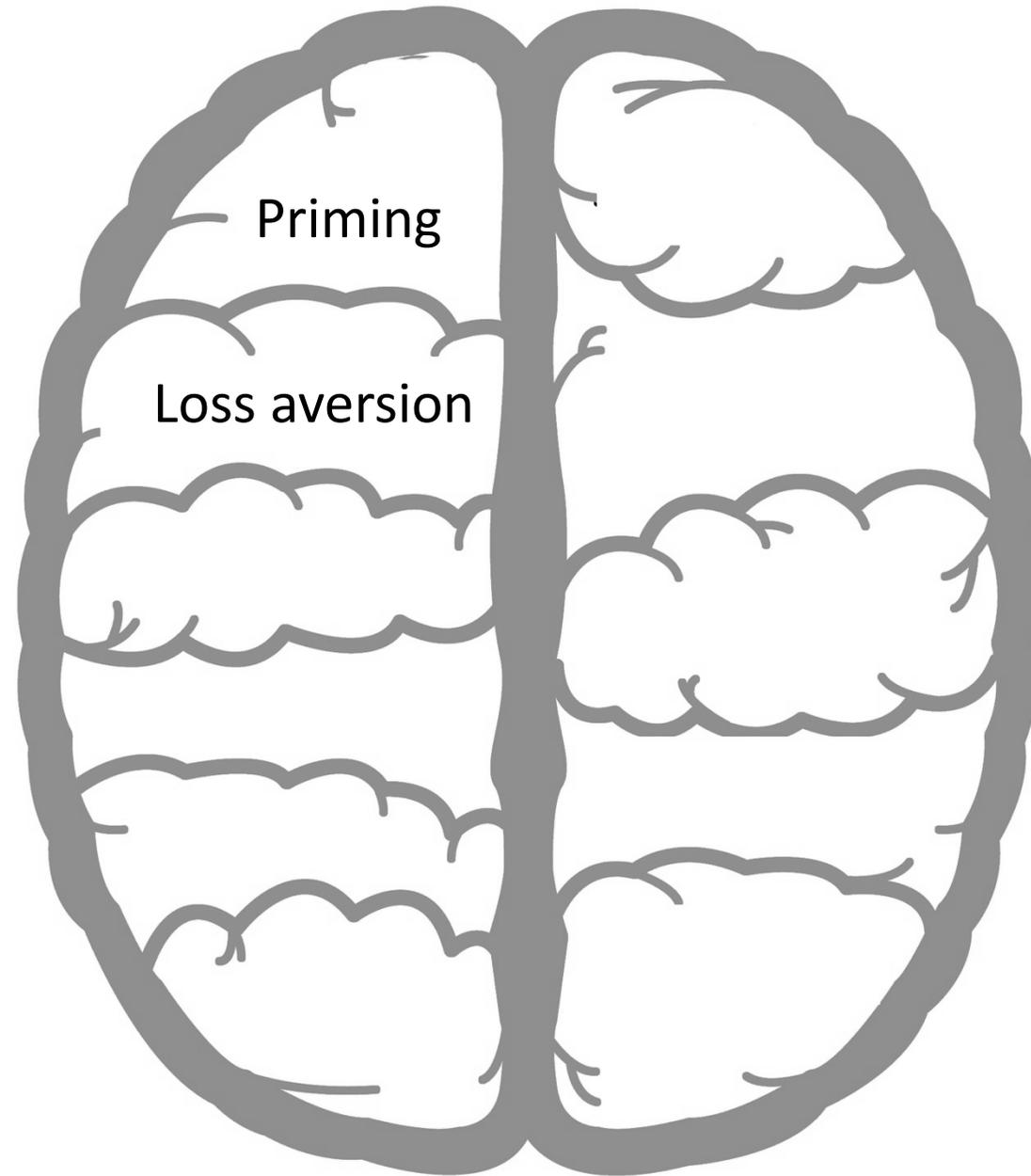
Philip Graves

A brief guide to how people <sup>*really*</sup> think

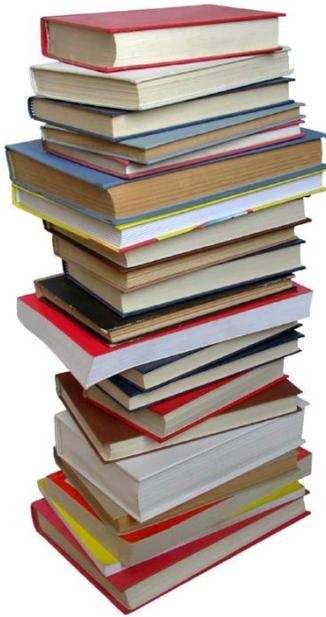
# Rhodes: 1986



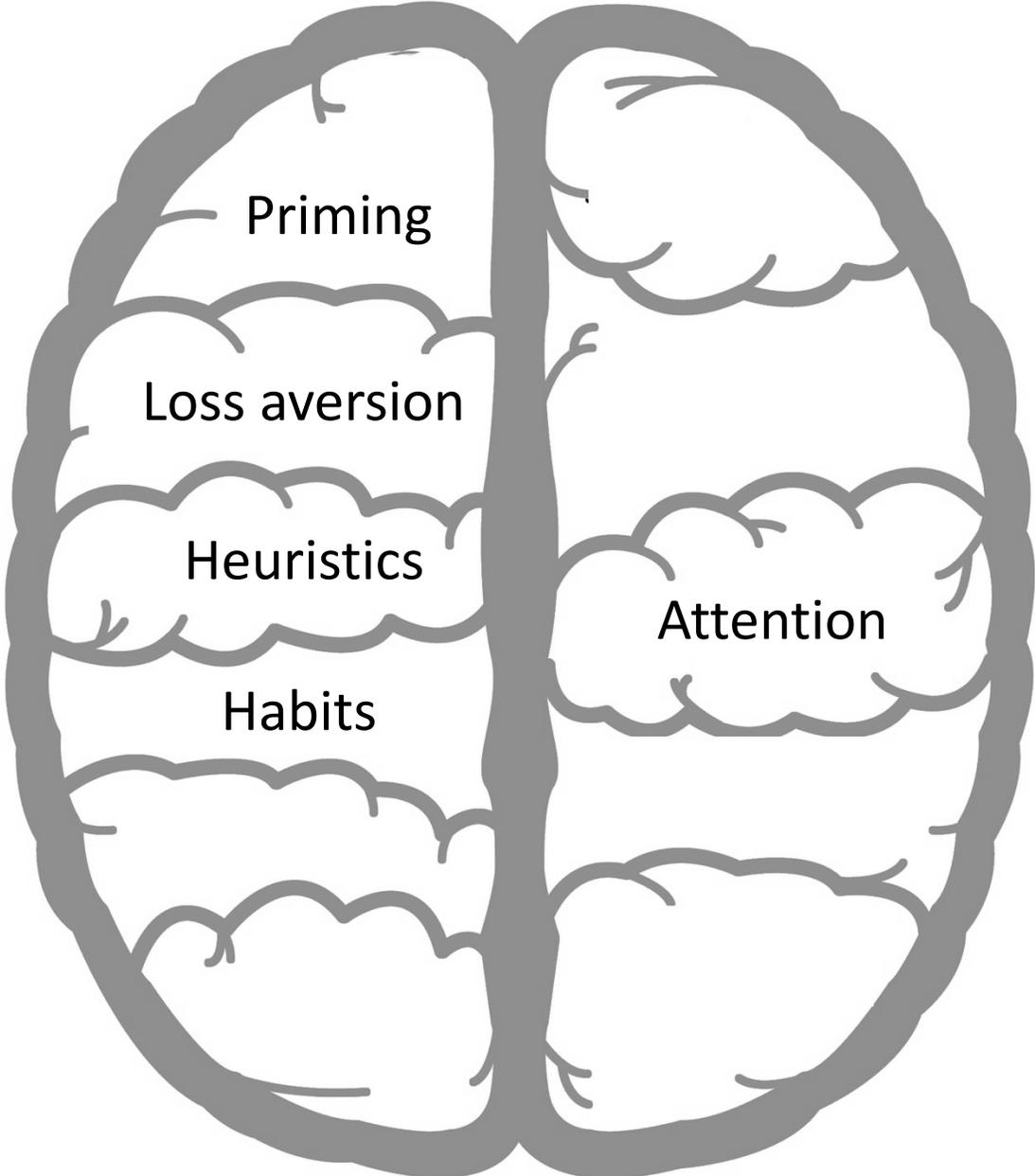
# Traits of the unconscious mind



# Psychology makes us predictable



# Traits of the unconscious mind



Effort



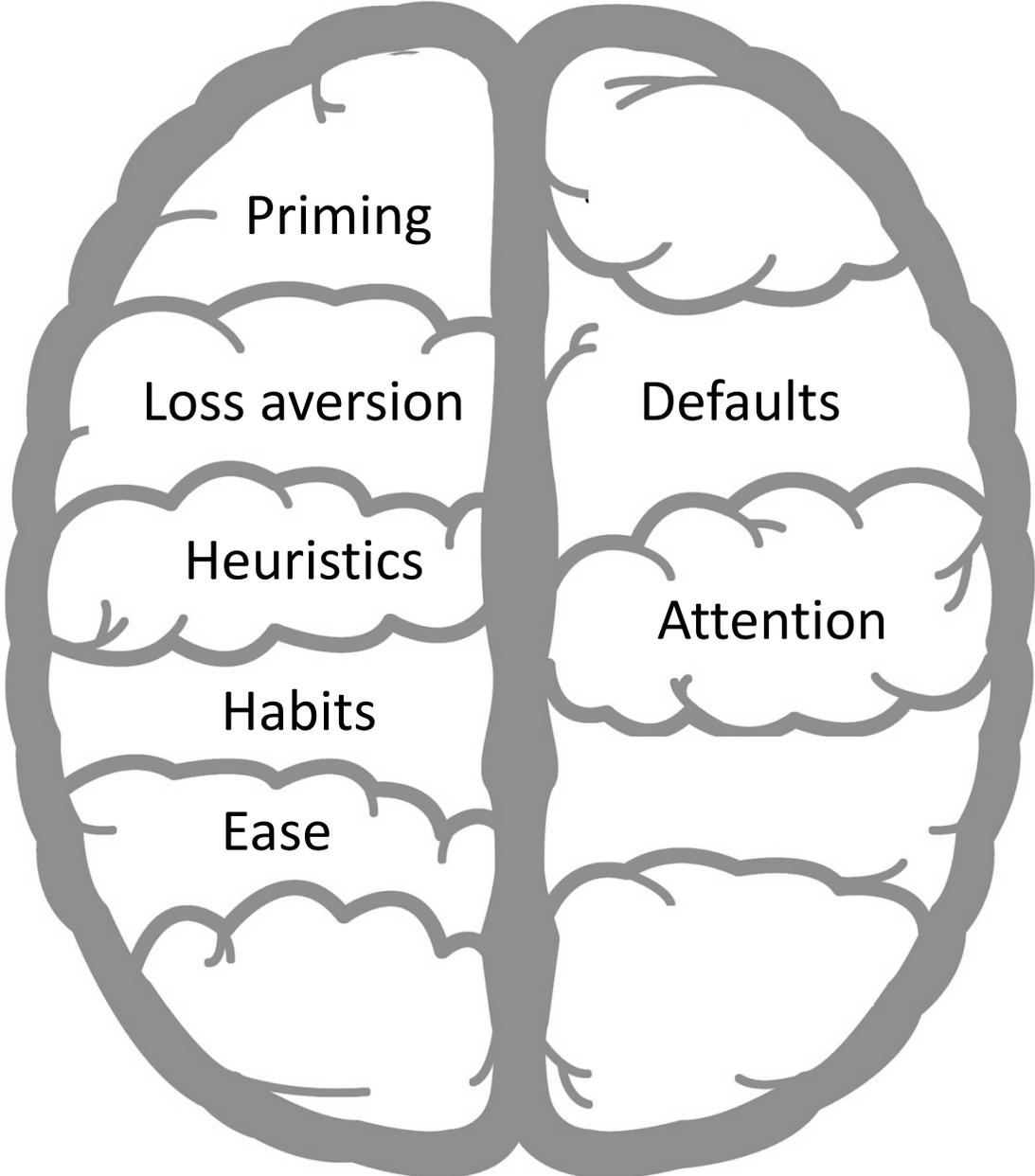
350,000,000 p.a.

4,042 (ever)



Reward

# Traits of the unconscious mind



# It's not what you say...

We are preparing for an outbreak of a dangerous disease that is expected to kill 600 people. Two alternative options to combat the disease have been proposed: the estimates of the consequences of each are...

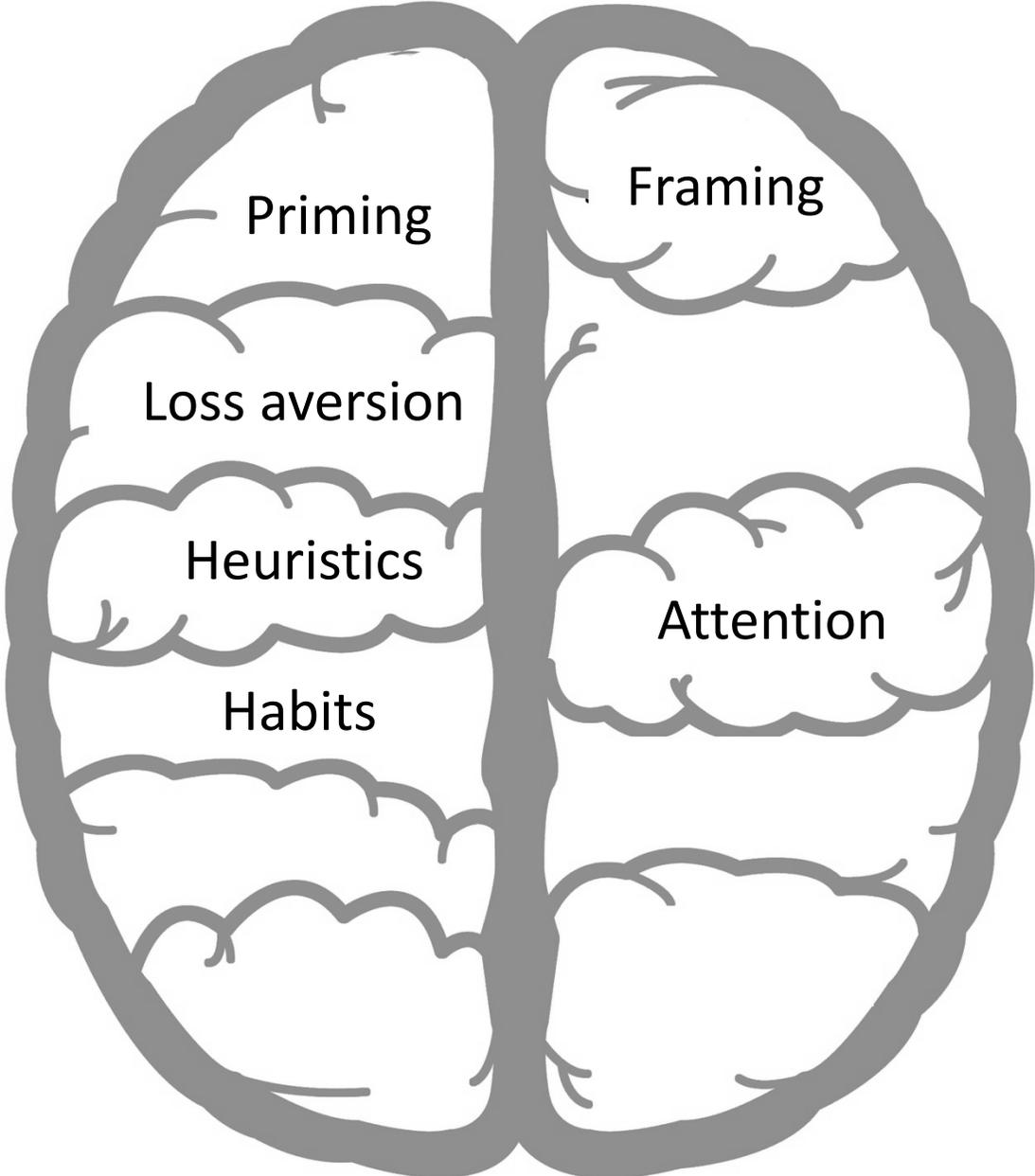
**A: 200 people will be saved**

**B: One third probability all 600 saved and two thirds probability that no people will be saved**

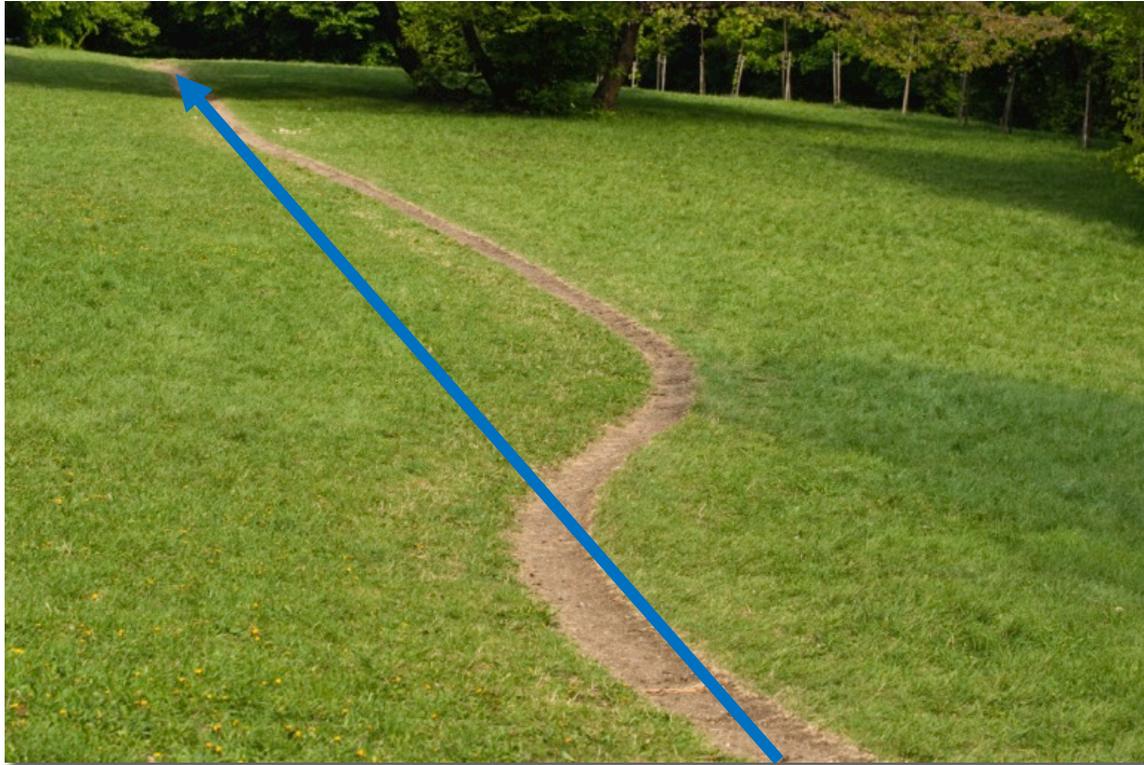
**A: 400 people will die**

**B: One third probability nobody will die and two thirds probability that all 600 people will die**

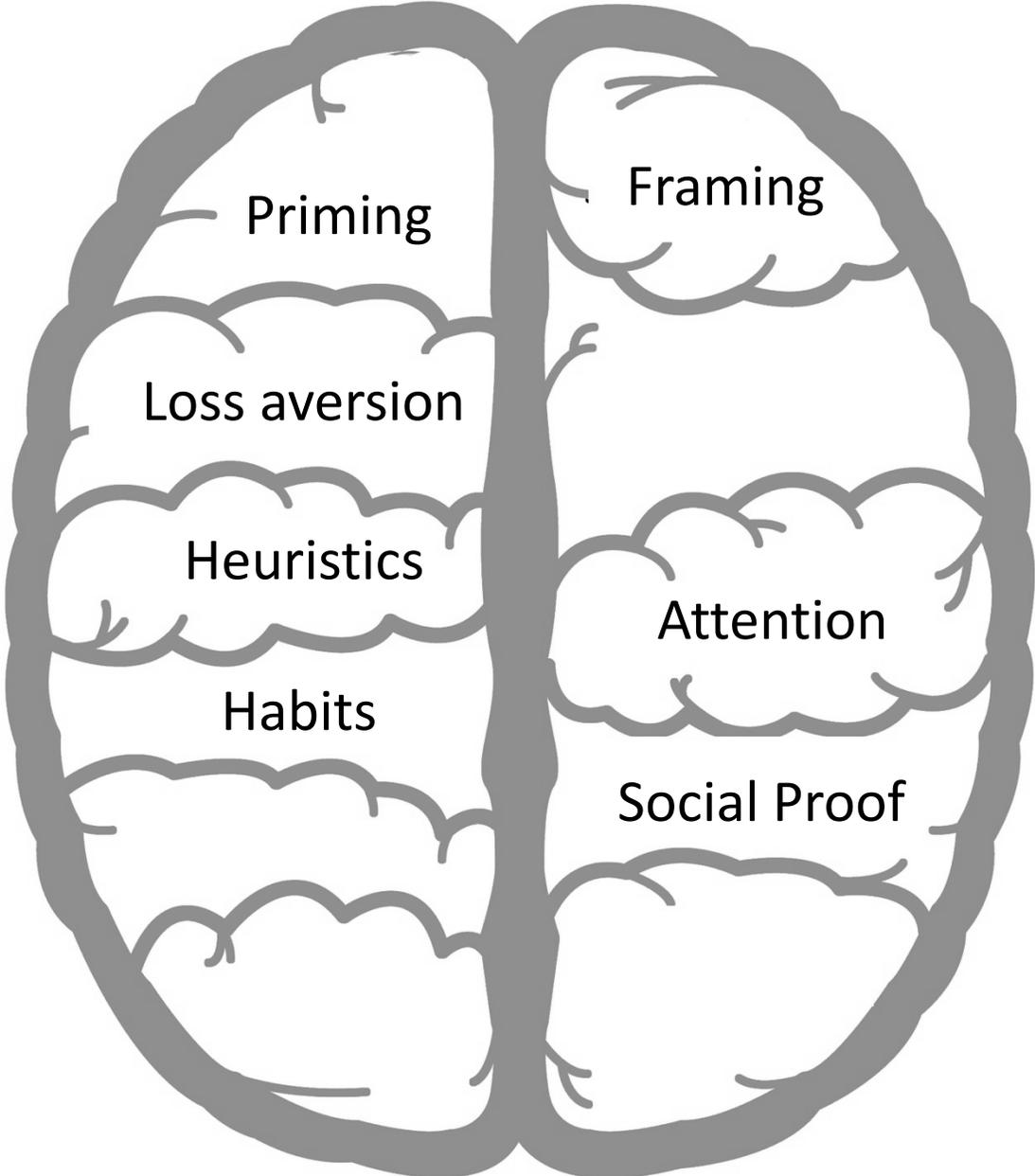
# Traits of the unconscious mind



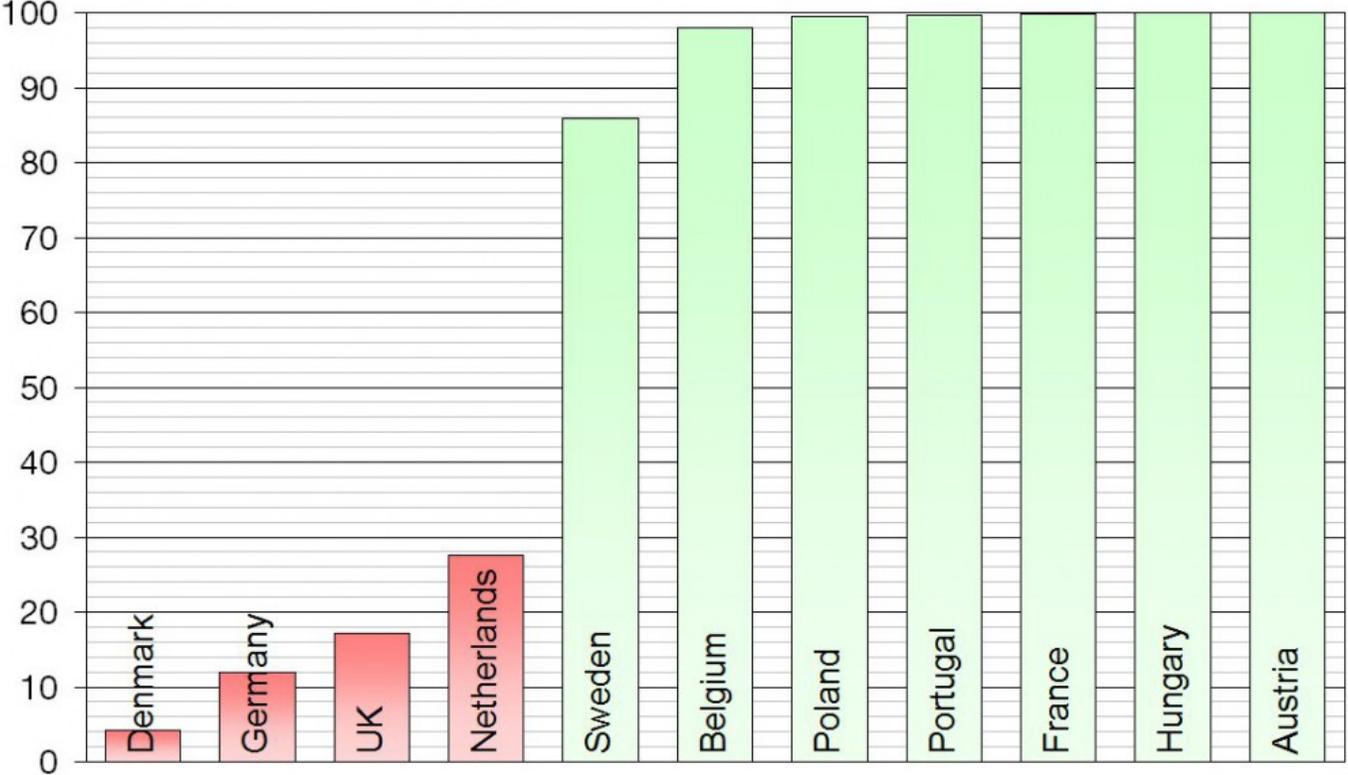
# Deciding which way to go



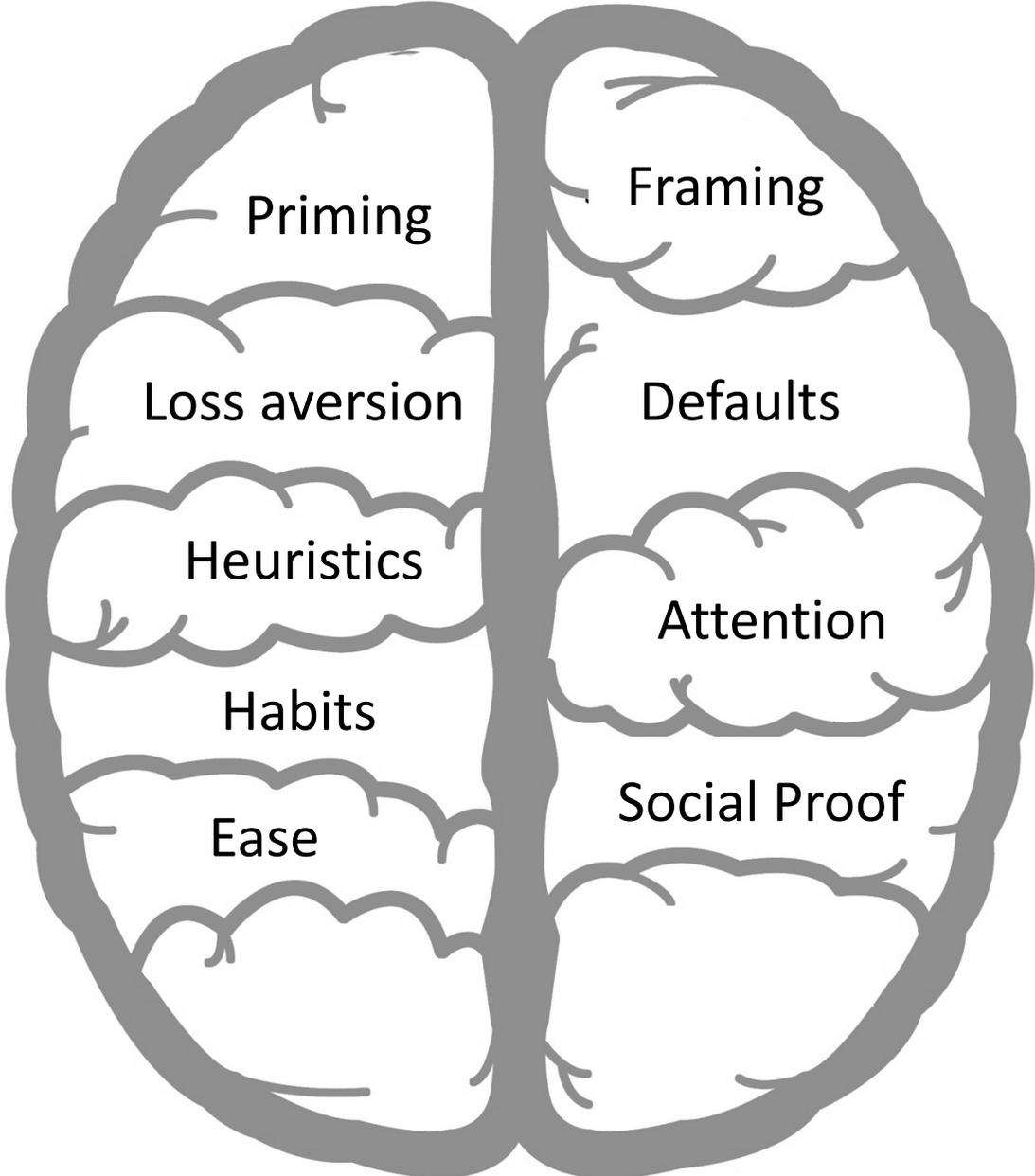
# Traits of the unconscious mind



# The power of defaults (ease)



# Traits of the unconscious mind



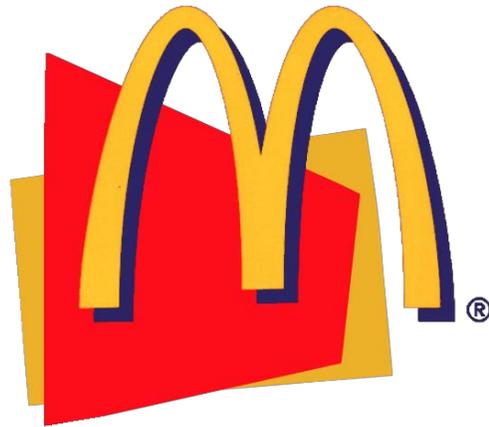
# So what?

Implications for Dietitians

# The Paradox of Choice



Effort



Reward

# What's the primary goal when a patient is malnourished?



**BEHAVIOUR**





**More choice**

**Novelty**

**I'm an individual**

**I do what's right**

**I make up my own mind**

**I'll make the right decision  
at the time**

**The conscious mind**

**Less choice**

**Familiarity**

**I copy other people**

**I do what's easy**

**I'm influenced by how things  
are presented**

**I'll do what I usually do**

**The unconscious mind**

# Ten areas to consider (and experiment with)

1. Leverage social proof
2. Think about how you prime when introducing food and ONS (words)
3. Using physical framing to make meals or ONS feel less daunting
4. Experiment with language framing when encouraging eating
5. Optimise the overall meal or ONS experience with priming (cocktails!)
6. Be careful with choice
7. Try to create behaviour chains
8. Celebrate small step success
9. Recognise that new behaviours are fragile - avoid disruption
10. Are results better if you control the first meal experience?